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FEB 6 1997

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FEDERAL COMMUNICATIONS COMMISSION
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Thanks,

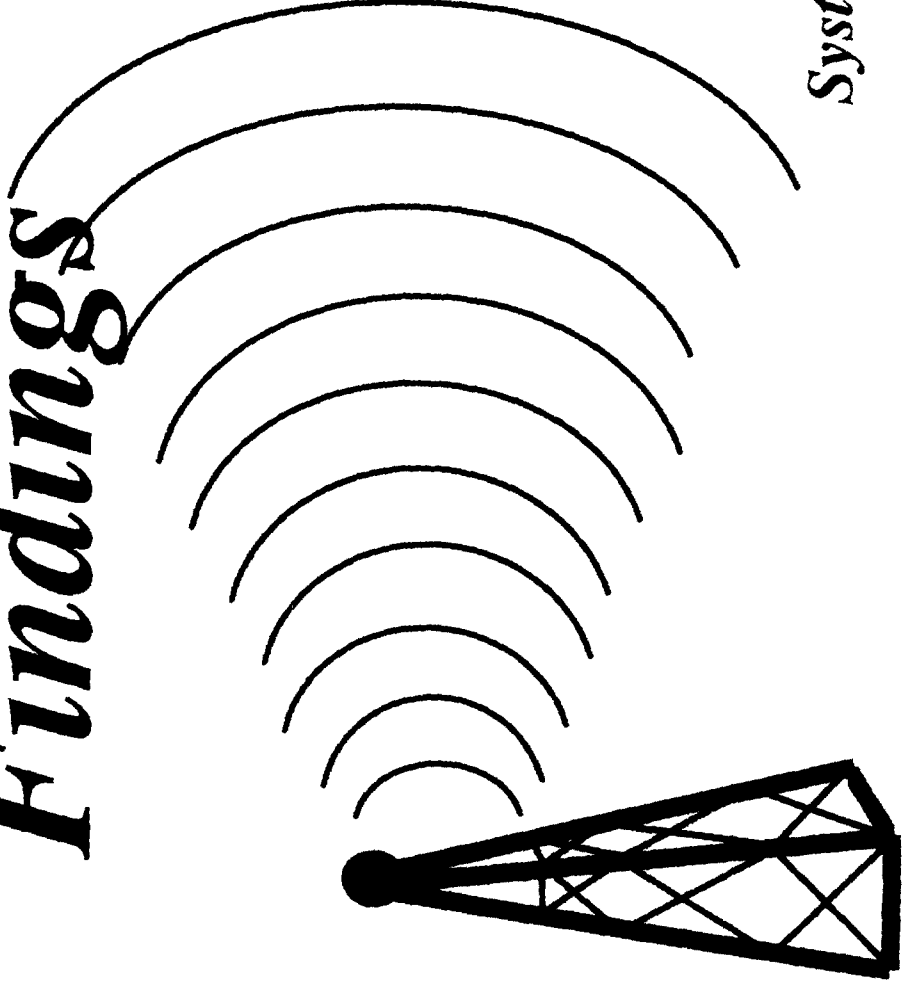
Gretchen Rubin, MMB 418-0425

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Digital TV Survey Findings



*conducted for
**Harris Corporation
Melbourne, FL***

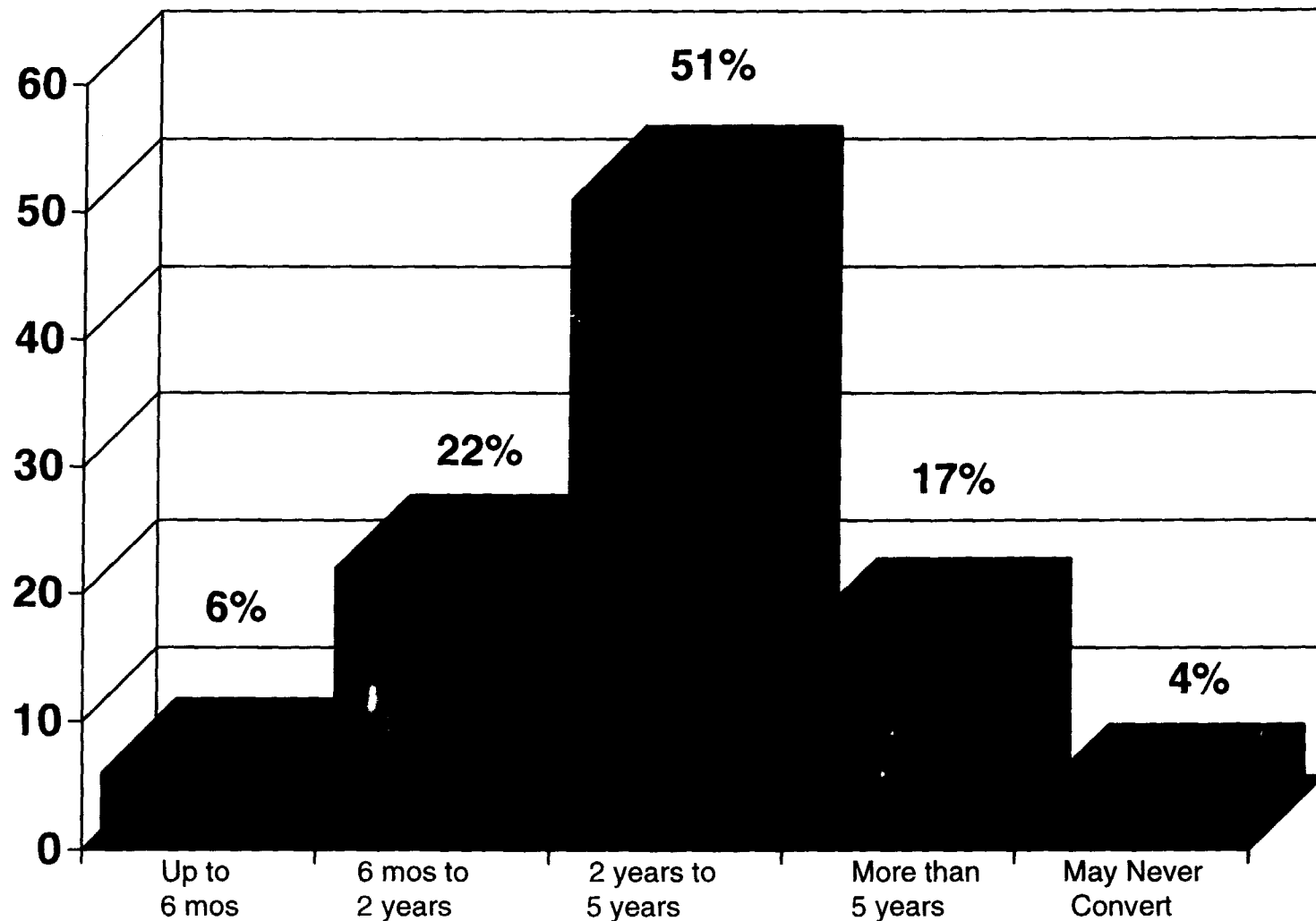
*by:
Systems Research Corporation
Rochelle Park, NJ*

Methodology

- During a ten minute telephone interview conducted by Systems Research Corporation of Rochelle Park, NJ, 400 executives of TV stations, (representing 479 total U.S. stations) were surveyed on their opinions on the status of Digital TV. Interviews were conducted on a CATI (Computer Aided Interviewing) system. Survey dates were October 8, 1996 through October 18th, 1996.
- Each executive was pre-screened to have responsibility for Digital TV decisions.
- In order to enhance compliance rates, interviewees were promised a copy of a portion of the results by broadcast fax at a later time.
- The database sample of US. TV Station executives provided by Harris Corporation contained 1,551 names, each of which was called an average of 2.2 times. The data reported herein excludes responses for “Don’t Know” and refusals.
- The survey has a potential error rate of +/- 4% at the 95% confidence interval, considered to be highly acceptable as a low margin for error.
- An attempt was made to balance the number of interviews of large market stations versus smaller markets, by quota, to match the numbers in the marketplace.
- Survey results were compiled into a set of cross-tabs which was used for the analysis by Systems Research Corporation, and subsequently graphed, herein.

When will stations convert to digital TV after government sets time line?

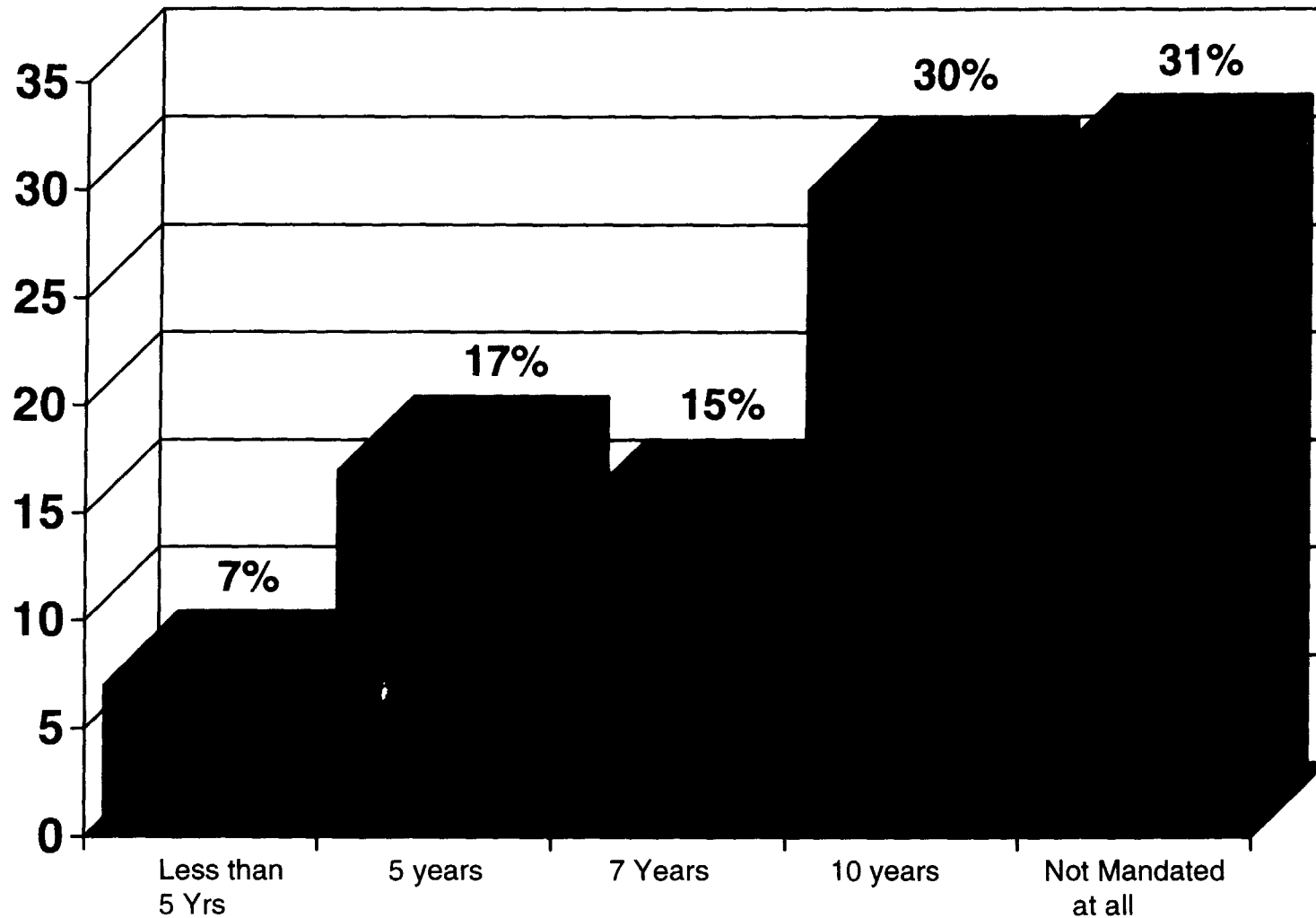
(Base = 363)



Systems Research Corp: Harris Corp. Digital TV Survey - Stations

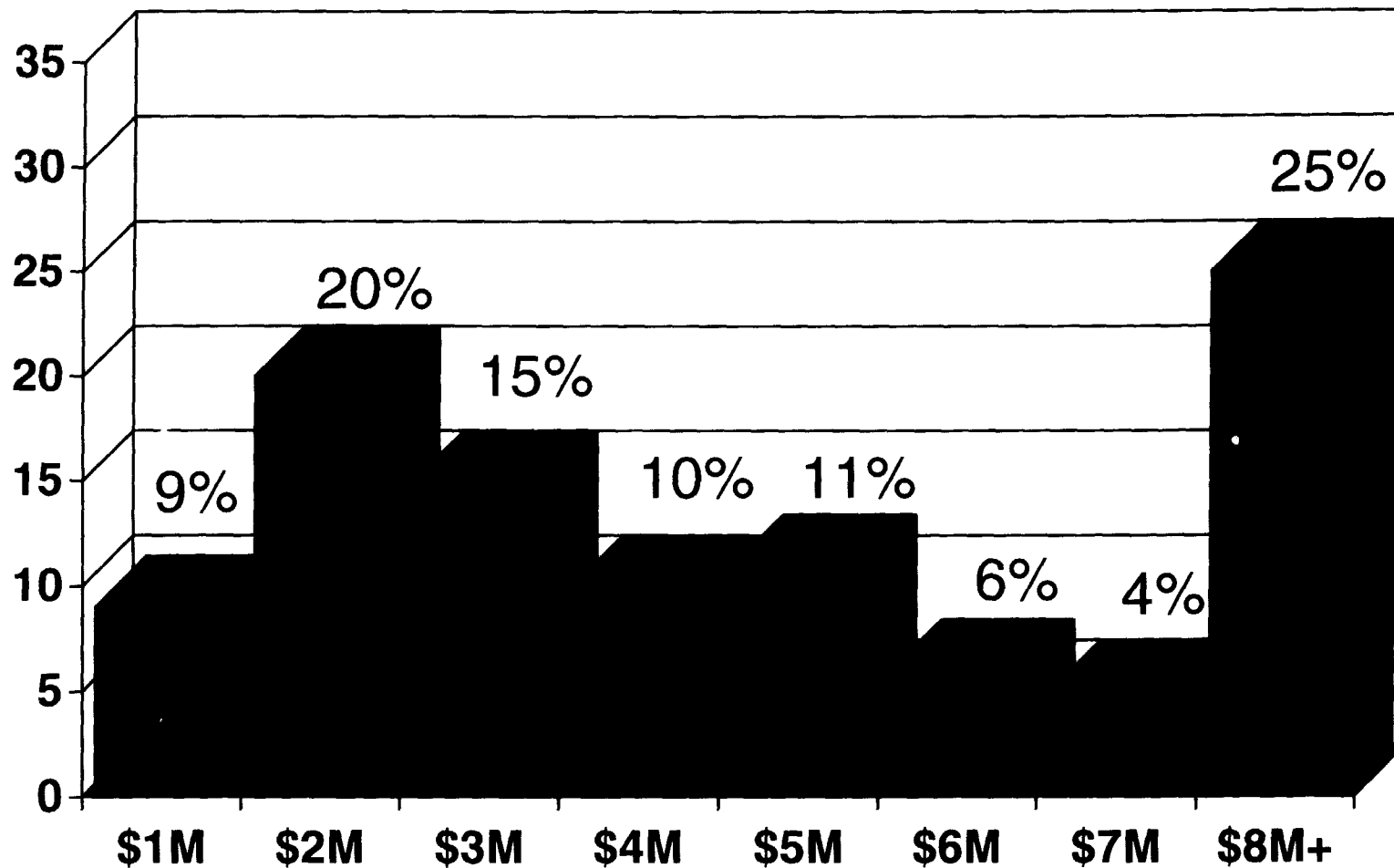
What time line should be mandated for the conversion after digital TV broadcasting has begun?

(Base = 379)



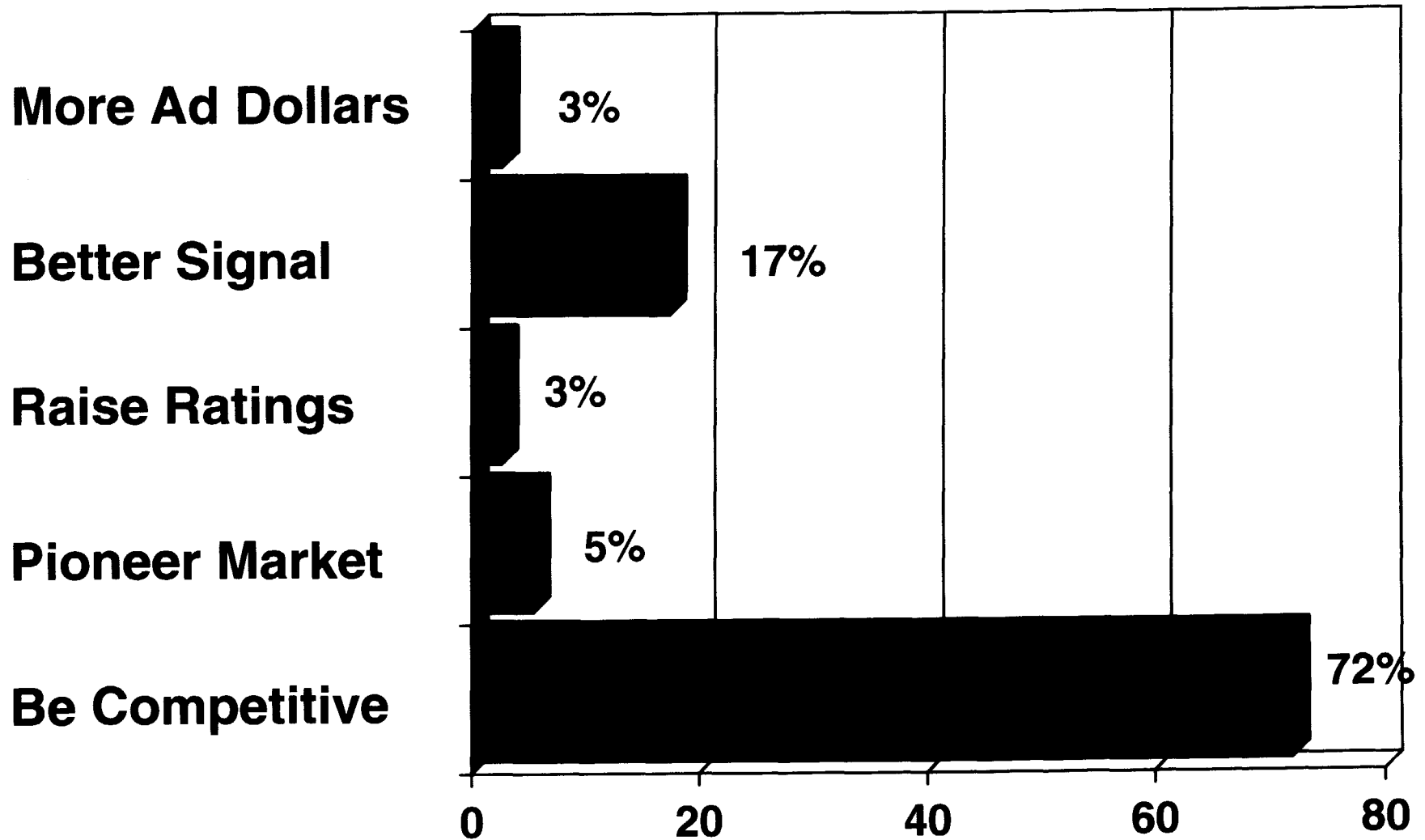
How much do you think the entire conversion will cost your station?

(Base = 323; Percent by \$M Answer)



Biggest benefit of digital TV?

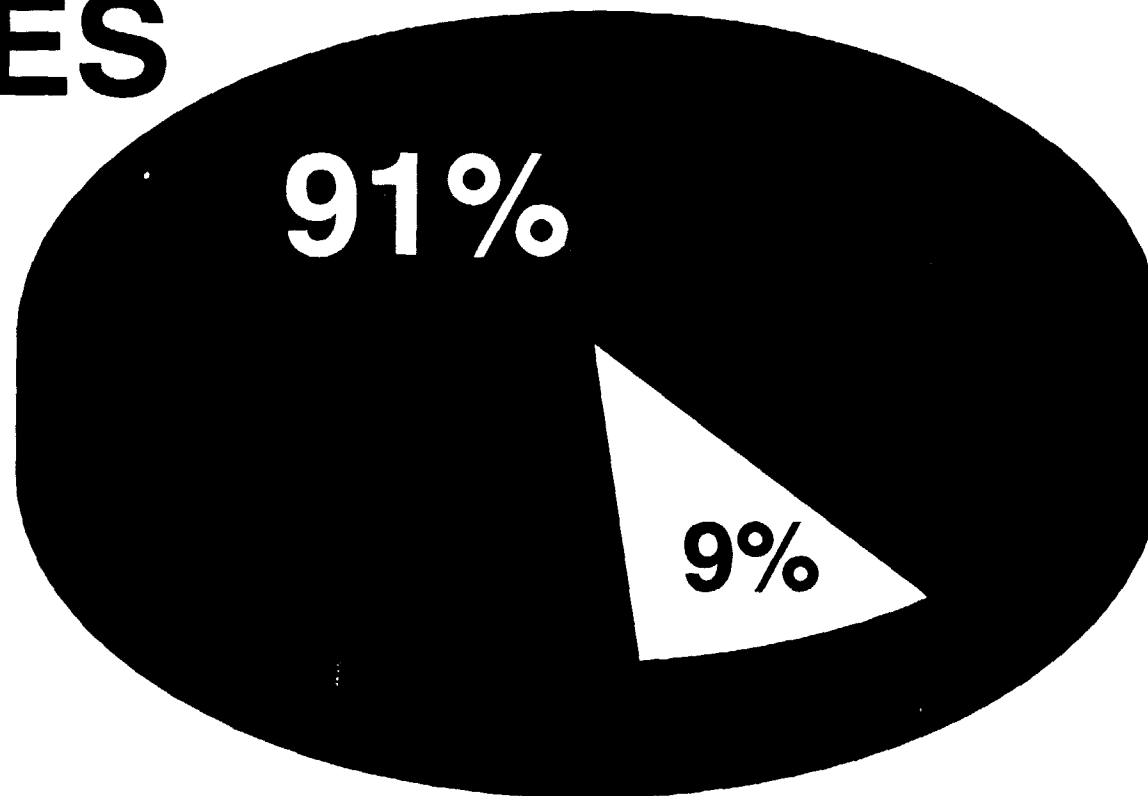
(Base = 350)



Will federal spectrum auctioning delay digital TV roll-out?

(Base = 370)

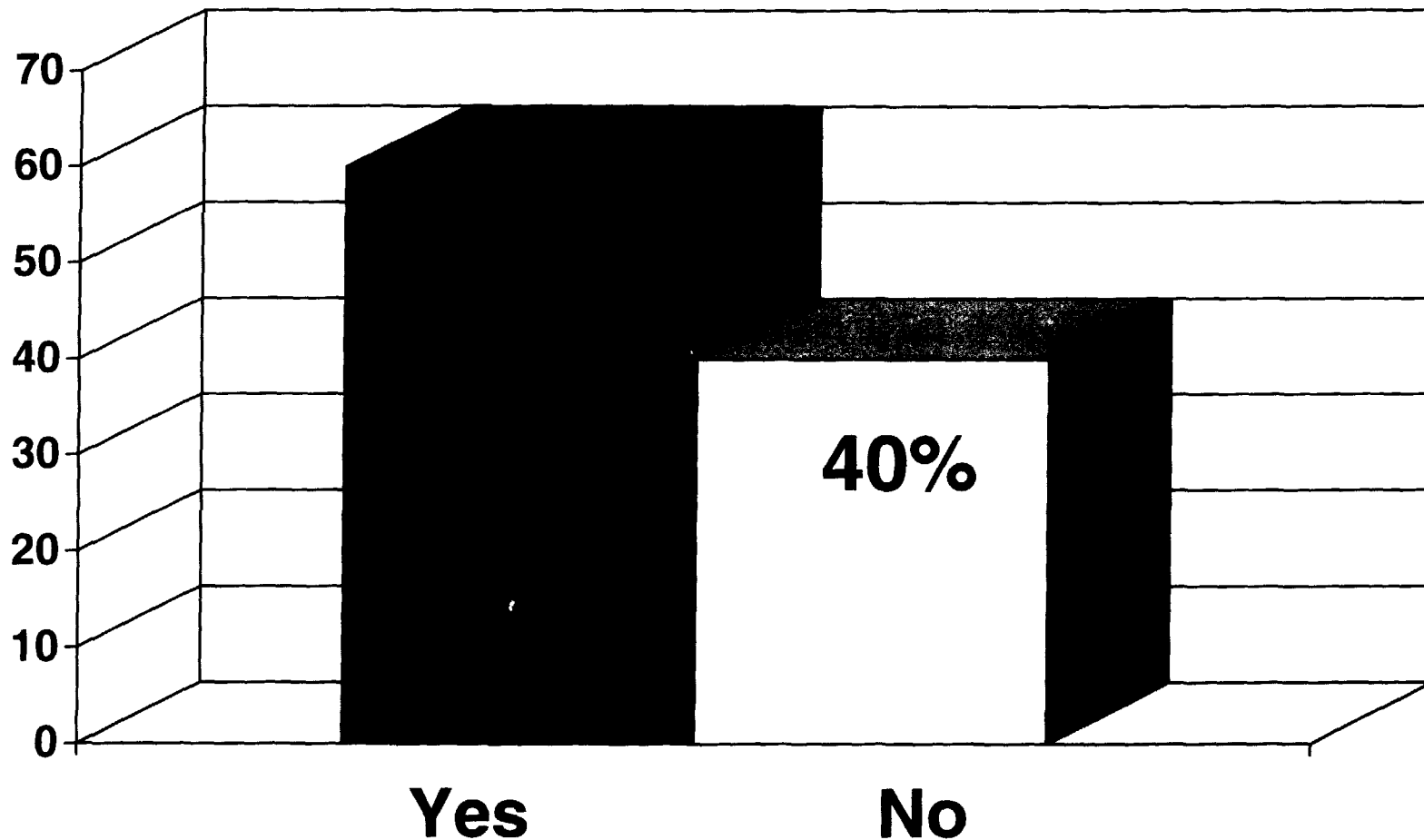
YES



No

Will new channel #'s be a serious hurdle to overcome?

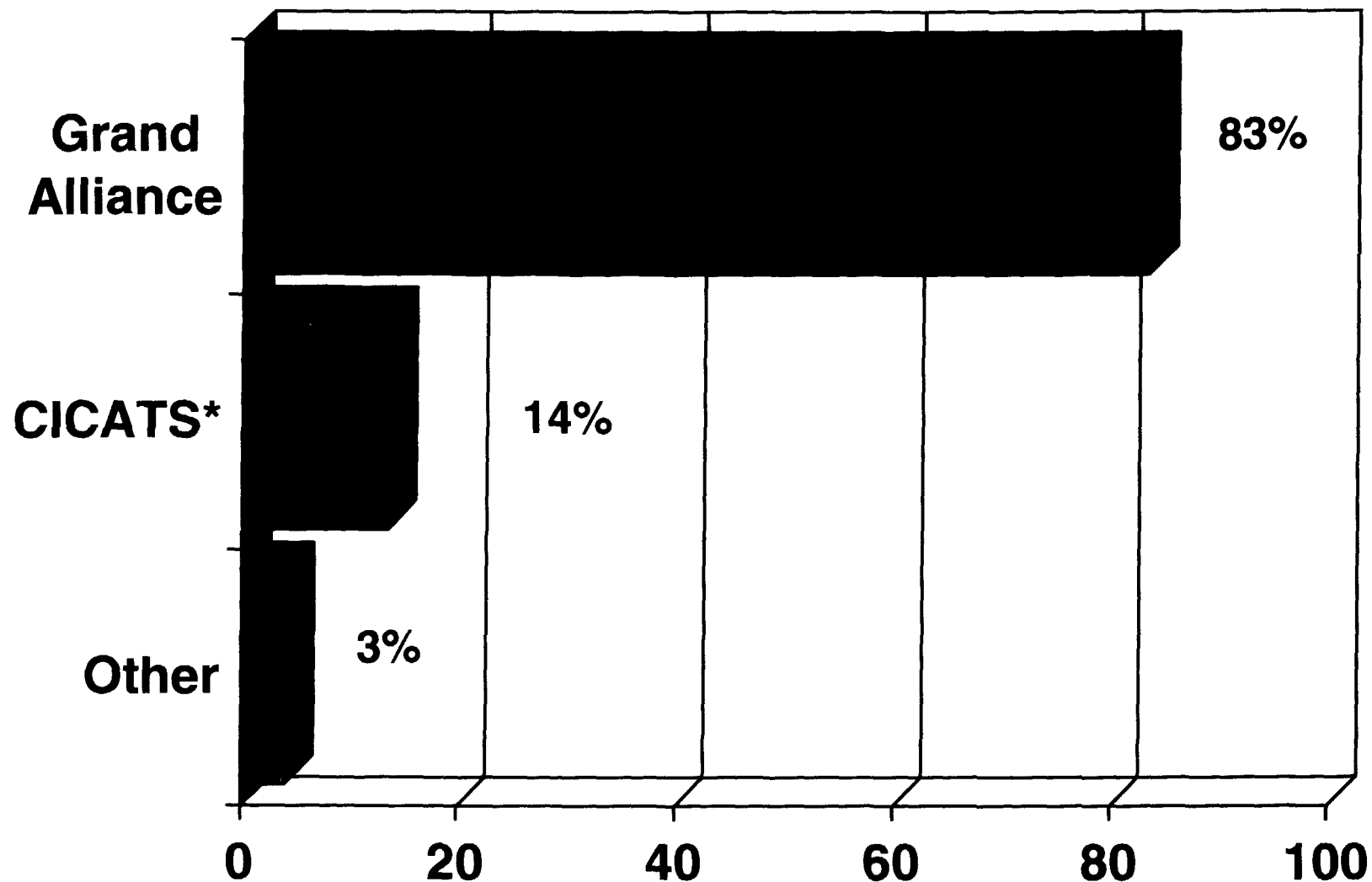
(Base = 387)



Systems Research Corp: Harris Corp. Digital TV Survey - Stations

Preferred digital TV standard

(Base = 296)

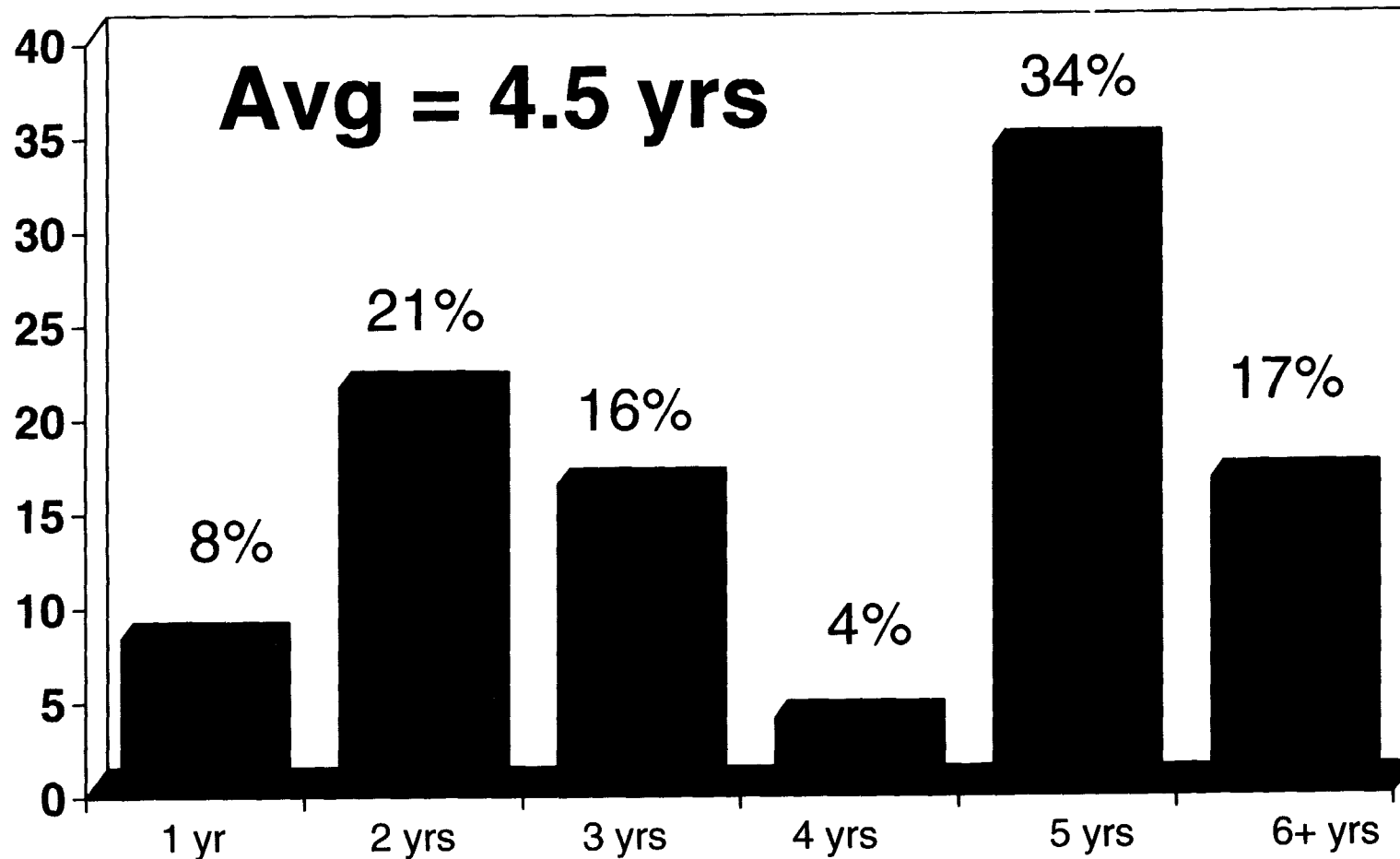


Systems Research Corp: Harris Corp. Digital TV Survey - Stations

* Computer Industry Coalition on Advanced TV Svc Proposal

In how many years do you think digital TV receivers will be available on the market?

(Base = 346)

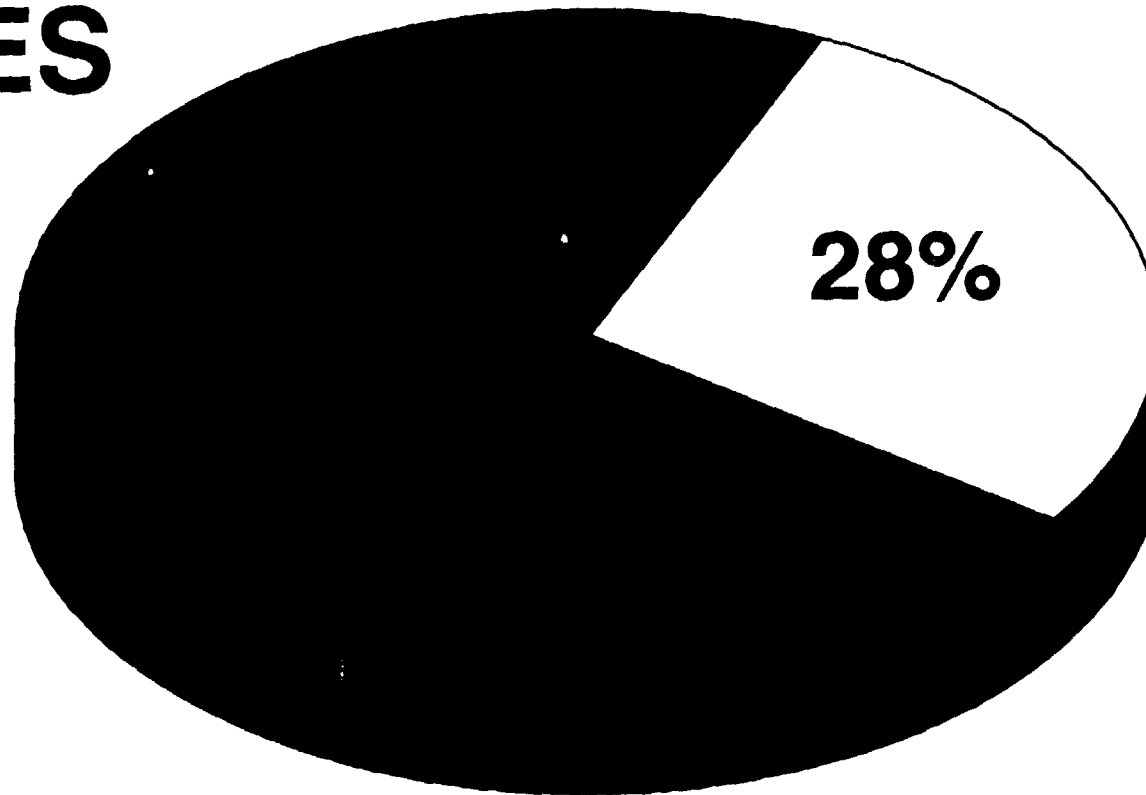


Do you hope that the conversion will become a reality?

(Base = 370)

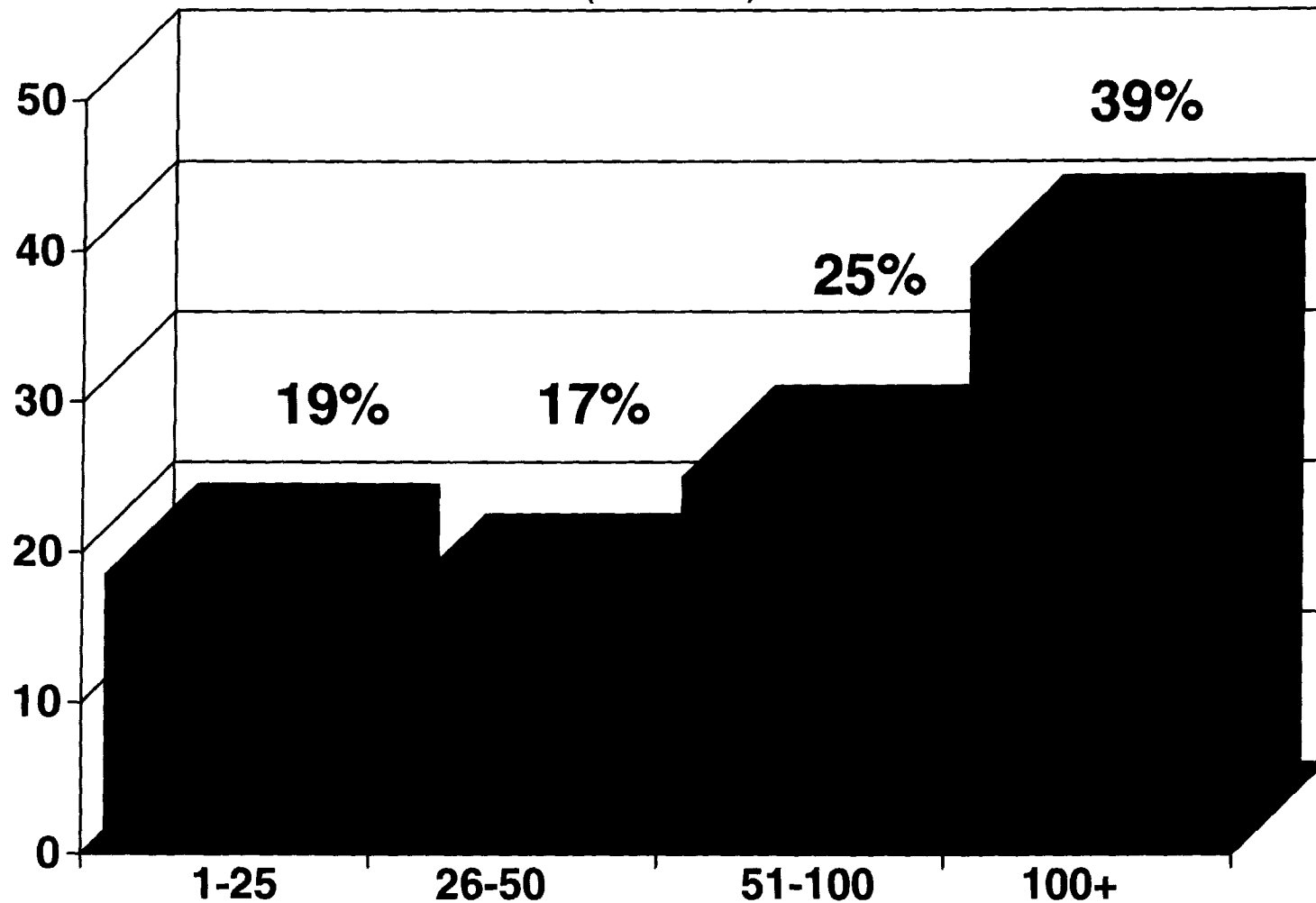
YES

No



Market ranking of respondent's station

(Base = 393)



SRC Background

- Systems Research Corporation is a marketing research firm which specializes exclusively in marketing intelligence for high technology companies.
- Through the use of telephone interviews, focus groups, computer diskette surveys, E-mail and Internet Website studies, the company provides research information to some of the largest computer hardware and software companies in the US. as well as to the leading distributors and publishers of computer technology.
- The company was founded in 1992 by Dan Sklaire, President, a ten year veteran of the computer industry, as well as a former marketer with Procter & Gamble and Ogilvy & Mather. Prior to founding SRC, he worked at another hi-tech research firm.
- SRC conducts about 100 studies per year for leading technology companies, providing insight into Data communications, Networking, Internet/Intranet, Systems (PC/Server/Laptop) Mass storage, home computing, VARs/Resellers, Distribution, Satellite communications, electronics, Website effectiveness evaluations and many more. SRC has twice conducted the VARBusiness Magazine Annual Report card study, surveys of more than 3,000 telephone interviews each, which investigated satisfaction with major computer vendors.
- Research is conducted both in the Domestic US. as well as in major international markets. SRC's Websites, www.systemsresearch.com and www.webanalytics.com, while currently under construction, can provide further information.
- SRC has staff who have had prior experience in the broadcast industry, as well as in high technology fields.